(a) the details of the programmes telecast on television by her Ministry to spread awareness among the masses in preventing and controlling dreaded diseases like Cancer, AIDS etc, for the past three years;

(b) whether her Ministry is monitoring such telecasts to know whether masses are benefited from such telecasts or not; and

(c) if not, whether her Ministry will consider taking up innovating ways to spread awareness through the national channel?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) Prasar Bharati has intimated that the programmes on dreaded diseases like Cancer, AIDS, etc. are being regularly telecast as messages, spots, discussions, interviews etc. in health programmes of all Regional Kendras of the country. DD-1 Channel of Doordarshan is also telecasting various programmes. The record of such programmes, telecast through the Regional Kendras, is not maintained centrally.

Ceiling on Charges by TV Channels

3026. SHRI K. RAMA MOHANA RAO: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether advertisement has been the main revenue earner for the T.V. channels;

(b) the reasons for shifting of burden to subscribers who are subjected to frequent hikes;

(c) whether Government propose to protect the common man by imposing a ceiling on charges demanded by the T.V. channels; and

(d) if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) This information is not maintained in the Ministry. However, as per the recent report of Economic Times on 'Entertainment (2001-02)', earnings through advertisements appear to be one of the main sources of revenue for T.V. channels.

(b) to (d) There are no legal provisions for Government to

regulate either subscription charges levied by the Pay Channels/Cable Operators or the charges payable by the Cable Operators to the TV Broadcasting Companies. These charges are based on commercial understanding between the Broadcasting Companies, Cable Operators and the subscribers, and the rates are market driven.

Advisory committee on advertisement

3027. SHRI BACHANI LEKHRAJ: Will the Minister INFORMATION AND BROADCASTING be pleased to state:

(a) the details and functions of Advisory Committee for advertisement and the expenditure incurred on it; and

(b) the steps proposed to be taken to improve its working and output?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) The Panel Advisory Committee (PAC) has been constituted to assist Director, DAVP in empanelment of newspapers/publications for issue of Government advertisements. The Committee, headed by Director, DAVP, consists of three members of recognised newspaper associations to represent the small, medium and big segments of newspaper industry, the Addl. Principal Information Officer, (Press Information Bureau), Press Registrar (Office of the Registrar of Newspapers for India) and Joint/Deputy Secretary, Ministry of I and B dealing with Print Media. There is no expenditure incurred on PAC.

(b) The Panel Advisory Committee has evolved its own procedure in order to facilitate it own working.

Proposal for telecasting of scientific programmes for children

3028. PROF. M. M. AGARWAL: Will the Minister INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government propose to telecast scientific programmes for children on DD Metro and Doordarshan National Channel from 4.00 p.m. to 6.00 p.m.;

(b) if so, the action being taken by Government for telecasting these programmes; and